



Pitney-Bowes INC.

WALNUT AND PACIFIC STREETS

STAMFORD, CONN., U. S. A. 06904

AREA CODE 203 • 348-2621

March 1, 1966

Mr. T. H. Nelson  
73 Raymond Avenue  
Poughkeepsie, New York

Dear Mr. Nelson:

Did you ever stop to think that there's quite a close parallel between the conveniences of a checking account, and those of a postage meter?

With a checkbook, you can draw upon your balance at the bank whenever you have to, and in the exact sum the situation demands. Similarly, with a postage meter you can print postage on your own mail -- as and when you need it -- in whatever value each piece of mail requires.

If checkbooks suddenly ceased to exist, each individual and business firm would have to have on hand at all times a large enough amount of cash to meet every likely eventuality. Either that, or keep trotting over to the bank to refuel on bills and coins whenever the supply ran low.

If there were no such thing as a postage meter, every company would -- similarly -- have to maintain a large and varied stamp inventory, subject to damage, waste, misuse and other losses. Either that, or make too-frequent trips to the Post Office for stamp replacements.

Also, just as your banker will accept any deposit you leave with him, deduct from it the checks you write, and render you a monthly statement, your postage meter will hold any amount of postage you need to buy, and will automatically keep count of your postage used and postage on hand -- on visible registers.

The postage meter, of course, has many other benefits. For example, it seals as well as stamps your mail -- most models stamp and seal simultaneously. It also provides special gummed tape for parcel post. Your letters come from the machine stamped, postmarked, and -- if you wish -- printed with your own small ad alongside the meter stamp. At your post office, your metered mail by-passes the operations of facing and canceling. So there's a far better chance that your mail may make earlier trains and planes.

I honestly feel that a postage meter can be as great a convenience to your company -- in its important area of usefulness -- as your checkbook is in its particular department. And no matter what the size of your office --

big or little -- there's a postage meter that will more than pay its way in convenience alone.

Very truly yours,



E. M. Davis  
Executive Vice President

EMD/A1

P.S. Metered mail is no longer a privilege for just big offices with lots of mail. There is no minimum mail volume required. Today, even the smallest office can have a postage meter -- thanks to the little DM, our low-cost desk model, no bigger than your telephone handset. One out of three users of the DM spends an average of less than \$1 a day in postage. And anyone can easily use a DM -- even the boss!